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WEEKLY

MARY

COLLECTED

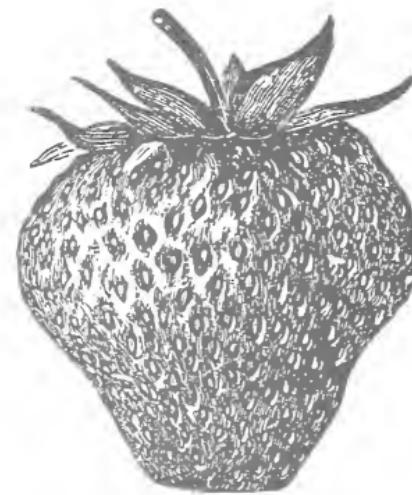
SPECIAL APRIL 1 1930 ★

U. S. Department of Agriculture

Spring Price List

— OF —

Strawberry Plants
Seed Potatoes
Grass seed
Etc.



HILLENMEYER NURSERIES

Lexington, Kentucky

1930

NOTICE

This is just a spring price list on items that are planted at this season, namely potatoes, strawberry plants, and grass seed.

Our general catalog is a fifty page book full of information, pictures and ideas,—really a Planting Guide. This is mailed free to anyone requesting it.

We appreciate the patronage of our old customers and to prospective patrons we invite, at least, a trial order.

HILLENMEYER NURSERIES

— — — HOW TO — — —

Grow Strawberries

WHEN TO PLANT

Spring is the only time to plant. Just as soon as the ground can be plowed, it should be well prepared and usually it is late March or early April before plants can be properly set. The planting season continues until berries are formed on the plants. Plant early as possible for best results.

SOILS

Strawberries respond to good soil. A strong bit of ground or garden plot should be selected. White grubs invariably follow sod, so never plow meadow or the like for strawberries. Remember that six weeks from blossom time you can pick berries, and it will take reasonably good soil to mature good fruit in such a short period.

PREPARATION OF SOIL

You cannot get satisfactory results from poorly prepared soils no matter how fertile it is. Plow or spade up your plot and work or re-work until you get it in best possible physical condition. Pulverized soil will sift between the masses of small strawberry plant roots and touch every one. Soil contact is necessary for quick vigorous growth and cloddy, hard ground usually points toward failure. Therefore, prepare your plot thoroughly.





PLANTING

The rows should be drawn three and one-half to four feet apart on good ground. This will allow sufficient space or paths between the berries at picking time. Set the plants fifteen to twenty inches apart in the row.

Open the hole with a flat vegetable dibble or similar tool so as to receive the plant without bending the roots. It is a better plan to shorten the roots one-third to one-half before planting and dipping them into a thin mud to cover each rootlet with a film of soil. This facilitates planting and prevents the drying out of roots.

Taking off some of the roots at planting time is also helpful. Spread the roots out fan shape, see that the crown of the plant is just even with the top of the soil, not too low which may cause it to rot, nor too high that may cause withering. Press the soil firmly about each plant, especially at the bottom of the roots, as an air pocket is often made there in opening the holes. A bit of water applied after planting is also suggested if the soil is dry.

CARE AFTER PLANTING

Here is where the average planter fails. Start cultivation immediately. Keep the ground constantly stirred and free of weeds. Moisture preservation by dust mulch is all important. Conserve the vitality of your newly set plants by pinching off the new blossom stems. This prevents it from going to fruit which is too much strain on the plant the first season. Keep the hoe and cultivator busy.

WINTER PROTECTION

Winter protection by mulching is advised. Apply clean straw or some substitute when the ground becomes frozen. This serves as a winter protection. It conserves the moisture during fruiting season and gives you larger and also clean berries. Do not smother your plants by mulching too heavily. Do not rake off the mulch in the spring.



P R O V E N V

PREMIER

This variety is all that the name implies. Has proven to be the greatest find in years and too many good things cannot be said of it. It fits in as the ideal strawberry because it is early, very hardy, exceedingly prolific and unlike most strawberries gives you fine large berries right up to the last picking. It is excellent for home use and actually a fine market berry, supplanting Aroma in many sections. Covers both the early and mid-planting season ripening periods. The berry itself is large and of fine flavor. Pollinizes itself and a good one to plant with other varieties. Makes ample number of strong plants with good habits. Once planted you will not be without it. Plant with utmost confidence.

SENATOR DUNLAP

This is a great plant maker—in fact is inclined to make too many. Has large, dark rich red fruits, of good quality and mid-season in ripening. Produces a big crop of berries and out shines many of the so called "improvements" by an annual steady production of berries suitable for table or local market.

GANDY

An old standby of many years and continues to lead the late berries. Makes a good plant, blossoms and berries borne on strong stems, and blooms late, often missing a late frost that kills other varieties. Many consider it the best preserving berry. Without doubt the best late berry and should be planted as the "old reliable."

HAVERLAND

This is an imperfect flowering kind, that is, needs Premier or Dunlap planted within three to five rows of it to produce maximum fruit. The berry is that long pointed one, that lays out great clusters on the ground and gives big yields. Strictly a home use or local market berry of good quality and habits.



A R I E T I E S

AROMA

This variety while it has not lost any of its eating, culinary, and shipping qualities. Is deficient because of its failure to make sufficient plants. The berry is medium to large, light in color with bright seeds. Good quality but only recommended where Aroma is known to do well.

EVERBEARING VARIETIES

Owing to rather indifferent behavior we have not cataloged them generally but have plants to offer.

Progressive	@ \$1.50 per 100
Champion	@ 1.50 per 100
Mastadon	@ 2.00 per 100

PRICES

While prices are quoted by both Parcel Post and Express we prefer to send them by Parcel Post. Please note cash must accompany all orders.

Being familiar with your conditions we will gladly make selection if you are in doubt.

300, 500, or 1000 plants should be set depending on size of family.

Quantity Any selection permitted except Everbearing Varieties	By Parcel Post and only when remittance is made with order	Via Express Purchaser paying transportation
100	\$1.15	\$1.00
200	1.75	1.60
300	2.55	2.40
400	3.40	3.20
500	4.25	4.00
600	4.80	4.50
700	5.60	5.25
800	6.40	6.00
900	7.15	6.50
1000	7.50	7.00

Prices on larger quantities given on application





Seed Potatoes

CERTIFIED SEED

When this Spring Price List reaches you we will be sold out of number one CERTIFIED SEED. Note, however, our Special Seed listed below. It is grown from highest Certified Seed of year previous and was eligible to certification.

SPECIAL SEED STOCK

Before we speak of price—lets talk quality.

This Special Seed Stock offered is within a small fraction of being as good as certified. It was grown specially for a high class, exacting trade where yield and quality are wanted. We planted this field from number one certified stock, once removed from a "tuber unit test" and had we known Certified would have been so scarce would have "rogued" it to completion to pass actual certified requirements. Considering the season it is as good as a lot of stock actually certified.

At digging time we got over one hundred and seventy-five bushels per acre, (second crop) showing just how good the strain is and we are very sure it will carry on and give you a big "first crop" yield. The wet fall forced us to dig in unfavorable weather conditions but they are as fine a lot as we have ever grown.

Annually we have a list of customers who depend on us for their requirements—we book their order and bill them at market. We naturally take care of these customers with our best stock because they return every year. Their allotment comes out of this Special Bin and we know they are going to be pleased not only with the clean seed but results. We would like for you to try this Special Stock instead of ordinary "store run" which is so often a gamble.

PRICES

Annually we are handicapped in making early prices. We simply ask the market. This is not settled until early March and our lists are out.

WE MAKE THIS OFFER. If there is a downward





revision of prices on five or more bags when your order is received we will notify you then, giving you advantage of any reduction made. No increase under any conditions. We will gladly quote prices on inquiry that will be in line with existing prices, which naturally should be above "eating stock" so often sold as seed. Ours are home grown, acclimated, "Second Crop"—planted in July, dug in November, which means matured later and more full of vitality than any other stock harvested two or more months earlier. Get on our trial list—you will like our seed.

PRICES

(See Above)

1 bushel	\$2.50
1.5 Bags (at \$2.25 per Bu.)	@ 5.60
6 or more Bags	@ 5.00

(Bags contain $2\frac{1}{2}$ bushels)

HILLENMEYER'S

Famous Grass Seed

KENTUCKY BLUE

Situated right here in the heart of the Blue Grass region we are able to supply the choicest home grown seed. If you have failed before try our high germinating, fresh, clean stock and you are sure of success.

Sealed Boxes (about a quart) @ .50

LAWN GRASS

This contains a complete mixture of choice fancy grasses and clover suited for making lawns on "new" places.

(Prices As Above)

Sow two to three pounds per one thousand square feet. Remember you are buying good seed and not weeds and "filler" when you get Hillenmeyer Lawn Seeds.





HILLENMEYER NURSERIES

Lexington, Kentucky

1841

1930

If it is results you want
buy direct from our nursery and get fresh, true
to name stock that will grow.

OUR CATALOG is free

The Completeness of our nurseries is reflected in
our ability to furnish from our

Ornamental Department

Evergreens	Roses	Peony
Shade Trees	Vines	Perennials
Shrubs	Hedges	Iris, etc.

Fruit Department

Apple	Plum	Raspberry
Peach	Cherry	Blackberry
Pear	Apricot	Grapes, etc.

Garden Department

Small Fruits	Seed Potatoes
Strawberry Plants	Rhubarb
Asparagus	Etc.

Service Department

Landscape Plans	Consultations
Planting Instructions	Estimates
Horticultural Advice	Etc.

Catalog and details on request

Inquiries imply NO obligation

